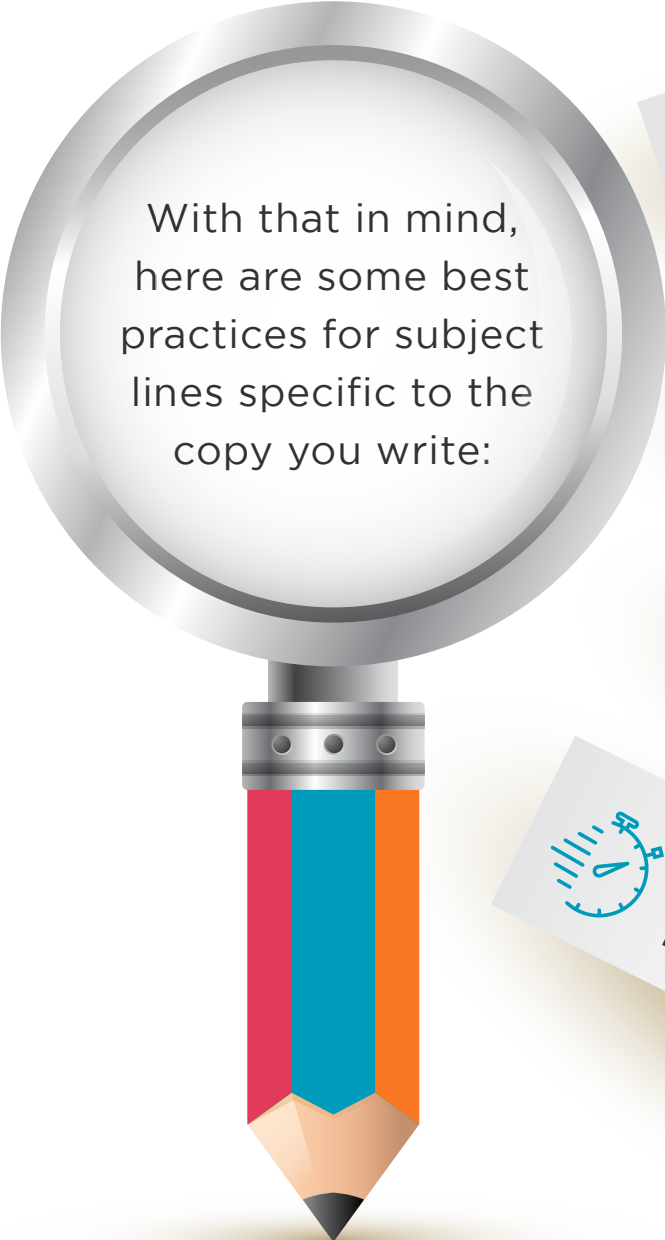


SUBJECT LINE BEST PRACTICES

THE PURPOSE OF A SUBJECT LINE IS TO GET THE RECIPIENT TO OPEN THE EMAIL.



With that in mind,
here are some best
practices for subject
lines specific to the
copy you write:

**CLARITY**

I understand what this
email is about

**VALUE**

...and this is important

**RELEVANCE**

...and this is important
to ME

**TIMELINES**

...and this is important to
me right NOW

If you can provide all of that in a subject line, your email WILL get opened.

With that in mind, here are some best practices for subject lines specific to the copy you write:

Steam Support Your Steam account: Access from new web or mobile device

USE THE FIRST FEW WORDS TO EXPLAIN WHAT KIND OF EMAIL IT IS

Create instant understanding: Invitation, Newsletter, Receipt, Announcement, ALERT, and so on.

Spotify Upcoming shows near Mount Juliet: Stone Temple Pilots, U2 and more

LOCALIZE IT

The reader's location can grab their attention.

CD Baby Disc Manufacturi. FREE shipping when you order 300+ CDs

USE POWER WORDS LIKE NEW AND FREE

Consider terms like “Announcing” or “Introducing” as well.

Netflix Dan, we just added a movie you might like

PERSONALIZE IT

Add the person's name and get their attention
- if you can't add a name, add “your”.

Best Buy NOW AVAILABLE--Save up to \$350 on the Samsung Galaxy S9

USE ALL CAPS

Pick the words that people NEED to see.
Just don't overuse it.

AAA Inbox Your AAA Membership Is About To Expire!

CREATE URGENCY

Terms like “Limited Time” and “24 Hours Left”.

Hint Water hint wants your input! Win a \$100 gift card

KEEP IT SHORT

30-40 characters work best, 50 characters max to support mobile users

One more thing:



EMAIL IS A VERY PERSONAL MEDIUM.

The more you _know and trust_ the sender, the better the chances are you'll open the email regardless of what the subject line says. The same familiarity and trust applies to companies, newsletters, and other professionals sending out messages to people on a list.

Autonomous

We want to hear your thoughts! - Hello, We wouldn't be here without your support so thank you from all team Autonomous.



The point is you don't have to load up subject lines with **VALUE** and **POWER WORDS** and **URGENCY** if you know you've got trust and familiarity with your audience.



This subject line is very direct, though it lacks **VALUE** and **URGENCY**. Is that bad? Not if the email has been sent to a satisfied customer - someone who knows and trusts the sender. They'll see this subject line from Autonomous and happily click to see whatever survey or requests the company has for them.



Understand the relationship you have with your email recipients or your list. How could you adapt the subject line to appeal to them without overselling or overemphasizing points? Consider your audience before creating a subject line that's better designed for someone else.